1983 SURVEY ON SPORTS ATTENDANCE

"The most powerful element in advertising is the truth."

WILLIAM BERNBACH

"You cannot bore people into buying your product."

DAVID OGILVY

BASEBALL

Moves Up To Country's No. 1 Spectator Sport

Attendance: 78,051,343

	1983		*Difference 1983 & 1982*
BASEBALL			
Major Leagues, 26 Teams	45,540,338	PLUS	952,464
Minor Leagues, 17 Circuits	18,560,690	PLUS	923,709
World Series and Play-Offs	1,053,818	minus	294,359
Colleges	12,896,497	PLUS	1,638,227
Totals	78,051,343	PLUS	3,220,041
RACING			
Thoroughbreds	50,169,430	minus	1,682,157
†Harness	25,615,000	minus	151,920
Totals	75,784,430	minus	1,834,077
FOOTBALL			
Collegiate, 651 Schools	36,301,877	minus	236,760
National Football League, 28 Teams	13,277,222	PLUS	5,909,784
U.S. Football League, 12 Teams	2,680,961	First Season 1983	
Post-Season Games, Colleges & Pros	2,157,645	minus	299,210
Totals	54,417,705	PLUS	8,054,775
BASKETBALL ('82-'83 Season)			
1266 Senior Colleges	31,471,135	PLUS	365,187
N.B.A., 23 Teams, Including Play-Offs	10,244,084	minus	472,220
Totals	41,715,219	minus	107,033
HOCKEY ('82-'83 Season)			
National Hockey League, 21 Teams	12,028,832	PLUS	258,990
†Minors & Colleges	8,256,882	minus	674,687
Totals	20,285,714	minus	415,697
GREYHOUND RACING	22,090,018	PLUS	592,030
†BOXING	7,144,747	minus	728,253
†WRESTLING	9,500,000	PLUS	2,315,100
†AUTOMOBILE RACING	55,122.329	minus	116,001
†SOCCER	8,400,348	minus	1,549,005
†TENNIS (Open)	4,200,000	PLUS	1,325,000

†Estimated, exact figures not available.

These are official attendance figures obtained from National and American Leagues, State Racing Commissions, U.S. Trotting Ass'n., National Ass'n. of Professional Baseball Leagues (Minor Leagues), Collegiate Baseball Magazine, National Football League, N.C.A.A. College Football Survey, United States Football League, National Hockey League, American Hockey League, Central Hockey League, Intercollegiate Hockey Newsletter, National Basketball Ass'n., N.C.A.A. College Basketball Survey, Greyhound Racing Record, Bert Randolph Sugar (boxing, wrestling), North American Soccer League, American Soccer League, Major Indoor Soccer League, Racing Division of the Goodyear Tire and Rubber Co., Association of Tennis Professionals, U.S. Tennis Association, and World Tennis Magazine.

44 YEARS—THOROUGHBRED RACING'S INCREDIBLE GROWTH IN ATTENDANCE—

1940	8,500,000
1941	10,000,000
1942	10,693,837
1943	14,000,000
1944	17,914,908
1945	19,422,395
1946	24,859,505
1947	25,704,853
1948	25,257,337
1949	23,811,890
1950	24,121,223
1951	27,017,000
1952	29,177,027
1953	31,238,263
1954	31,355,798
1955	31,230,724
1956	32,104,373
1957	32,999,842
1958	32,837,691
1959	33,754,790
1960	34,795,007
1961	35,857,001
1962	37,257,070
1963	38,636,295
1964	40,827,872
1965	40,737,009
1966	40,913,694
1967	40,595,855
1968	41,517,104
1969	42,893,379
1970	44,854,675
1971	46,750,643
1972	45,590,028
1973	47,234,843
1974	48,823,814
1975	51,249,076
1976	51,242,451
1977	50,571,908
1978	50,587,804
1979	49,579,377
1980	50,084,231
1981	51,425,024
1982	51,851,587
1983	50,169,430

THOROUGHBRED RACING'S NATIONAL ATTENDANCE BY STATES 1983

	Racing Days	Attendance
California	604	10,319,840
New York	462	5,526,998
Illinois	496	3,617,624
Louisiana	570	3,389,687
Florida	371	3,034,557
New Jersey	302	3,033,658
Pennsylvania	481	2,769,121
Kentucky	337	2,261,265
Maryland	308	2,224,475
Washington	340	1,826,969
Ohio	399	1,758,436
Massachusetts	280	1,731,187
Nebraska	226	1,697,617
Arkansas	56	1,303,223
West Virginia	393	1,295,688
New Mexico	296	1,143,848
Michigan	198	970,940
Arizona	192	857,063
Oregon	107	400,504
Colorado	117	329,407
Idaho	68	194,424
Montana	50	126,458
South Dakota	19	unavailable
Miscellaneous, Hunt Meets, Etc.	34	356,441
Totals	6,706	50,169,430

Racing Attendance

In Eight M

NEW YORK CITY

	1983		Difference 1983 & 1982
RACING:			
Thoroughbreds	5,027,481		
Trotting	3,135,711		
Totals	8,163,192	PLUS	27,744
BASEBALL:			
New York Yankees	2,257,976		
New York Mets	1,112,774		
Totals	3,370,750	PLUS	6,495

BALTIMORE

RACING:			
Thoroughbreds	2,224,475		
Trotting	1,057,256		
Totals	3,281,731	PLUS	42,993
BASEBALL:			
Baltimore Orioles	2,042,071	PLUS	429,040

PHILADELPHIA

RACING:			
Thoroughbreds	1,812,915		
Trotting	815,867		
Totals	2,628,782	PLUS	8,278
BASEBALL:			
Philadelphia Phillies	2,128,339	minus	248,055

BOSTON

RACING:			
Thoroughbreds	1,731,187		
Trotting	616,056		
Totals	2,347,243	minus	207,286
BASEBALL:			
Boston Red Sox	1,782,285	minus	167,839

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e Exceeds Baseball

ajor Cities

	1983		Difference 1983 & 1982
LOS ANGELES			
RACING:			
Thoroughbreds	7,550,882		
Trotting	947,623		
Totals	8,498,505	PLUS	222,554
BASEBALL:			
Los Angeles Dodgers	3,510,313		
California Angels	2,555,016		
Totals	6,065,329	minus	350,912
CHICAGO			
RACING:			
Thoroughbreds	2,801,327		
Trotting	2,949,796		
Totals	5,751,123	PLUS	5,562
BASEBALL:			
Chicago White Sox	2,132,821		
Chicago Cubs	1,479,717		
Totals	3,612,538	PLUS	795,473
SAN FRANCISCO			
RACING:			
Thoroughbreds	2,768,958		
Trotting	277,823		
Totals	3,046,781	minus	190,289
BASEBALL:			
Oakland A's	1,294,941		
San Francisco Giants	1,251,530		
Totals	2,546,471	minus	389,966
DETROIT			
RACING:			
Thoroughbreds	970,940		
Trotting	1,259,768		
Totals	2,230,708	minus	313,828
BASEBALL:			
Detroit Tigers	1,829,636	PLUS	193,578

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AUDITED PAID CIRCULATION ABC

Daily Racing Form

NATIONAL TURF DAILIES

THE MOST POWERFUL ADVERTISING MEDIUM IN THE SPORTS MARKET—REACHING 75,000,000 ADULT RACING FANS

Consists of Four Newspapers—
Edited Especially For The Booming Racing Audience
Cream of the $150-Billion Leisure Time Industry
Direct National Coverage of the Racing Market
100 Major Tracks—Coast-to-Coast

DAILY RACING FORM—COVERING EASTERN MARKET

DAILY RACING FORM—COVERING MID-WESTERN MARKET

DAILY RACING FORM—COVERING PACIFIC COAST MARKET

DAILY RACING FORM—COVERING CANADIAN MARKET

PUBLISHED BY

DAILY RACING FORM, INC.

10 LAKE DRIVE (609) 448-9100 HIGHTSTOWN, N.J. 08520

LEO WALDMAN
Advertising Manager

COMPILED MARCH 1984

NOTE TO THE READER

This is a survey of attendance at the major organized sports in the United States. It does not include attendance figures for basketball played in high school gymnasiums, softball games, school hockey, etc. The object of this survey is to pinpoint for the advertiser and the agency the current spectator popularity of the major sports so that they can best spend their advertising sports dollar.

NATIONAL TURF DAILIES

Four Paper Combination — $2.10 Per Line

These Publications Can Be Purchased as a Group or Individually

Paper	Open Individual Rates	Circulation Saturdays	Circulation Mondays	Circulation Tuesdays To Fridays
EASTERN MARKET				
Daily Racing Form	.85	73,577	46,461	41,955
MID-WESTERN MARKET				
Daily Racing Form	.65	64,207	*34,894	34,894
WESTERN MARKET				
Daily Racing Form	.65	43,929	*23,059	23,059
CANADIAN MARKET				
Daily Racing Form	.50	9,040	*6,404	6,404
Total		190,753	110,818	106,312

These are net paid ABC circulation figures, three months ending June 30, 1983.

***No racing Mondays. This is Tuesday's circulation.**

RATES FOR NATIONAL TURF DAILIES

Open	$2.10 per line
5,000 lines	2.00 "
10,000 lines	1.92 "
15,000 lines	1.86 "
20,000 lines	1.79 "
25,000 lines	1.74 "
50,000 lines	1.54 "

SPECIAL CLASSIFICATION:

Turf Auctions, Breeders, Turf Publiciations, Handicap Products, etc.	$3.20 per line
Race Tracks	$2.50 " "

COLOR AVAILABLE IN EASTERN AND MID-WESTERN MARKETS —

Reservations 10 days in advance — subject to availability.
Minimum space 420 lines or quarter page.
Use B/W line rate, plus following applicable costs:

B/W 3 c.	B/W 2 c.	B/W 1 c.
50%	30%	20%

Printing material 7 days in advance.

ALL CLASSIFICATIONS: 20% PREMIUM CHARGE FOR B&W BACK PAGE AND FRONT PAGE OF SECOND SECTION—AND 5% ADDITIONAL FOR ONE COLOR

AUDITED PAID CIRCULATION ABC

Daily Racing Form®

NATIONAL TURF DAILIES

Why Are They A Superior Advertising Medium?

★ They blanket the largest and most powerful buying sports market—75,784,430 fans—the best free-spending audience offered by any advertising medium.

★ No waste circulation—all readers are adults.

★ They are point-of-sale medium, particularly with cigarettes, cigars, beer and other alcoholic beverages, which are sold inside the tracks.

★ The only medium which can give you direct national coverage of the turf market—a market which has zoomed from a national attendance of 8,500,000 in 1940 to over 75,000,000 in 1983.

★ The most thoroughly-read daily newspapers in the country. Page-by-page readership is assured because every page carries necessary data relative to *that day's* events in the turf world.

★ Quality editorial material and circulation: You won't find these facts in Standard Rate & Data and they are not in any of the ABC reports, but the number of times you can make a reader return to his newspaper will determine the effectiveness of your advertising.

★ The daily single copy price is $1.75—many times the cost of any other daily publication. The minimum yearly subscription price is $546.00. It is expensive to maintain an interest in racing, and therefore, each reader's spending power has to be far above average. They buy more because they have more.

★ National Turf Dailies have an ABC circulation of 190,753 (Saturdays) and a multiple readership of over 700,000—and remember, all adults. These papers are a "must" wherever racing fans congregate. They are referred to again and again by one person after another.

★ Racing's popularity is booming. In 1983 national attendance totaled 75,784,430, pari-mutuel wagering reached $9,682,181,244, and purse distribution reached an all-time record high, $764,788,766. It is good business to go along with a winning combination.

★ You can run change of copy or brand in each publication, thereby overcoming distribution problems, if any, and waste circulation—all under the money-saving combination rate.

OUR 1983 ADVERTISERS INCLUDED

Alonso Studio
Alpern Real Estate
American Telephone & Telegraph
American Teletimer Corp.
Associations Underwriters, Inc.
Austin Realty
Brescia Pole Buildings
CCS Publishing, Inc.
Calif. Thoroughbred Breeders Ass'n.
Canadian Thoroughbred Horse Society
Carz & Company
Chazal-Blair Insurance Agency
Christie's Art Gallery
Christine Picavet's Equine Art
Coca-Cola Bottling Co.
Cohoes Manufacturing Co.
Community Transit Lines
Country Boy Realty
Dish of Salt Restaurant
Donna Franca Tours
Dunphy Realtors
EQB, Inc.
Equi-Aide Products
E.R. Squibb & Sons, Inc.
Fabulous Travel, Inc.
Fasig-Tipton Company
Fortex/Fortiflex
Four Seasons, Realtors
Frank Imperatore, Inc.
Franklin Page Galleries
Frost & Reed, Ltd.
General Instrument Corp.
Goffs Bloodstock Agency—France
Grandstand Tours
Harry M. Stevens, Inc.
Historic Thoroughbred Collections
Horseman's Pride
Hotels
- Albany Hilton
- Arlington Place
- Bally's Park Place
- Caesar's Boardwalk Regency
- Condado Holiday Inn
- Golden Nugget
- Harrah's Marina
- Holiday Inn
- Lexington Marriott
- Playboy
- Ramada Inn
- Ramada Renaissance
- Resorts International
- Riviera
- Sands
- Sheraton Country Inn
- Tropicana
- Union Plaza

Illinois Dept. of Agriculture
Imperial Realty Services
International Amphitheatre
International Bloodstock Agency
International Racing Bureau
International Thoroughbred Breeders
International Treasury of Fine Art
J & B Scotch
James B. Beam Distilling Co.
John Ewing Company
John J. McCabe Agency
Keeneland Association
Kroch's & Brentano's
Lane & Young, Inc., Publishers
Louisville Mfg. Co.
Madison Square Garden
Mather & Co.
Mattel Electronics
Max E. Spann Inc., Realtors
Miami Jai-Alai
Micrographics Consolidated Services
Milk Specialties
Millwood Publications, Inc.
Murray Electronics
Nationwide Horse Carriers
Newberry Horse Health Products
New Jersey Dept. of Agriculture
N. J. Sports & Exposition Authority
Newmarket Gallery
New York Racing Association
N. Y. State Breeding Fund
Off Track Betting Corp. (NYC)
Palermo Restaurant
Parkes-Mead Associates
Pegasos Press, Publishers
Pennsylvania Horse Breeders Ass'n.
Philip Morris Co.
Quality Kennel
Rhulen Insurance Agency
Sal Anthony's Restaurant
Senno Corporation
Shadowbrook Restaurant
Smart Insurance Services
Southern New England Telephone
Sportschannel
Stafford Publications, Inc.
St. John's University
Tattersalls
Texas Thoroughbred Breeders' Ass'n.
The Racing Scene Gallery
Thoroughbred Automation Controls, Inc.
Triad Game & Publishing Co.
University of Arizona
Viking Press
W. F. Young, Inc., Absorbine
Westcliff Publications

MAJOR TRACKS IN UNITED STATES AND CANADA
ALL COVERED BY NATIONAL TURF DAILIES

EAST

NEW YORK:
- Aqueduct
- Belmont Park
- Saratoga
- Finger Lakes
- Roosevelt Raceway
- Yonkers Raceway

NEW JERSEY:
- Atlantic City
- Garden State
- Monmouth Park
- Meadowlands

MARYLAND:
- Bowie
- Laurel
- Pimlico
- Timonium

PENNSYLVANIA:
- Keystone
- Penn National
- Commodore Downs
- Liberty Bell

DELAWARE:
- Delaware Park

MASSACHUSETTS:
- Suffolk Downs
- Great Barrington
- Northampton
- Marshfield

NEW HAMPSHIRE:
- Rockingham Park

WEST VIRGINIA:
- Charles Town
- Waterford Park

MID-WEST

ILLINOIS:
- Arlington Park
- Hawthorne
- Sportsman's Park
- Balmoral
- Fairmount Park

MICHIGAN:
- Detroit
- Hazel Park

KENTUCKY:
- Churchill Downs
- Keeneland
- Ellis Park
- Latonia

NEBRASKA:
- Columbus
- Ak-Sar-Ben
- Fonner Park
- Lincoln
- Atokad Park

OHIO:
- Darby Downs
- River Downs
- Thistledown

OKLAHOMA:
- Blue Ribbon Downs
- Kio-Man-Che

ARKANSAS:
- Oaklawn Park

SOUTH DAKOTA:
- Rapid City

SOUTH

FLORIDA:
- Hialeah Park
- Gulfstream Park
- Tampa Bay Downs
- Calder Race Course

LOUISIANA:
- Fair Grounds
- Jefferson Downs
- Evangeline Downs
- Louisiana Downs
- Delta Downs

WEST

CALIFORNIA:
- Bay Meadows
- Del Mar
- Hollywood Park
- Santa Anita
- Golden Gate
- Los Alamitos
- Stockton
- Pomona
- Pleasanton
- Sacramento
- Santa Rosa
- Fresno
- Ferndale
- Solano

OREGON:
- Portland Meadows
- Salem
- Grants Pass Downs

ARIZONA:
- Turf Paradise
- Prescott Downs

WASHINGTON:
- Playfair
- Longacres
- Yakima Meadows
- Sun Downs
- Elma

MONTANA:
- Billings
- Great Falls

COLORADO:
- Arapahoe Park

NEW MEXICO:
- Albuquerque
- La Mesa Park
- Ruidoso Downs
- San Juan Downs
- Sunland Park
- Santa Fe Downs

IDAHO:
- Les Bois Park
- Coeur d'Alene

CANADA

ONTARIO:
- Greenwood
- Woodbine
- Fort Erie